

SPONSORSHIP OPPORTUNITIES



West Palm Beach

what was. what is. what could be.

The URBAN STORIES FESTIVAL is a two-day storytelling event celebrating West Palm Beach, Florida—what was, what is, what could be.

OUR GOALS

To engage the West Palm Beach Community

To share experiences, celebrate diversity, and find common ground

To support literacy

www.urbanstoriesfestival.com

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URBAN STORIES FESTIVAL

**West Palm
Beach**
what was, what is,
what could be

Saturday & Sunday
January 27-28, 2018
12:00 – 5:00 pm

You're invited!

On the Downtown WPB Waterfront
and in the Mandel Public Library, enjoy:

storytelling & workshops
story circles & children's story times
oral histories & panel discussions
music & photography
and also food!

The Urban Stories Festival will use
storytelling to build community.

We'll explore the themes of:

social equity
environmental justice
economic prosperity
safe communities
civic engagement

Please join us!

OUTCOMES

As we hear from elders, peers and youth, we'll
share experiences, celebrate diversity, and find
common ground.

We'll support literacy and build community by

- sharing and recording our stories and
- finding meaning in the stories of others.

Stories will be preserved via:

StoryCorps.me

www.urbanstoriesfestival.com



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URBAN STORIES FESTIVAL

We expect the event to be well attended, similar to other West Palm Beach community cultural events.

CROSS PROMOTING AND MARKETING

The West Palm Beach Arts and Entertainment logo will be displayed on performers' websites as well as on other cultural partners' websites. The website link for the Arts and Entertainment district is: DowntownWPBArts.com. Cross promoting through advertising with stakeholders—inclusion in newsletters and community outreach.

SOCIAL MEDIA

- Create posts advertising the festival on Facebook, Twitter and Instagram.
- Paid Facebook advertising campaign targeting specific audience demographics.
- Schedule several e-blasts to a database of over 7,000.

COLLATERAL AND SIGNAGE

- Print post cards to distribute to stakeholders and hotels.
- Distribute A&E Brochure with full description of district.

ADVERTISING/MEDIA

Calendar listing of event in various publications such as:

- Palm Beach Post
- Explore Palm Beach
- Florida Weekly
- Cultural Council of Palm Beach County
- Live the Palm Beaches
- The Scout
- Discover the Palm Beaches
- Press Release and Media Advisory sent to local and regional media.
- Alpha Media
- Legends Radio
- Palms West Monthly
- Possible impromptu performance in the month of November 2017

Presented by:

BLUE PLANET WRITERS' ROOM

**FLORIDA ATLANTIC
UNIVERSITY**

**WEST PALM BEACH ARTS AND
ENTERTAINMENT DISTRICT**

The West Palm Beach A&E District is a centralized collection of inspiring arts and entertainment venues, art and history museums, galleries, libraries, performing arts companies, and art education institutions. Situated in the heart of South Florida's most progressive city, the District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

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1000 attending, submitting or enjoying stories

because every great city needs a literary festival

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Protagonist Sponsor (Presenting Sponsor) - \$7,500

- Logo and listing as Presenting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Opportunity to briefly address attendees day of event
- Logo prominently displayed on event signage
- Premium banner location at event. (Banners provided by your company)
- Direct web link to your company's website on the A&E and URBAN STORIES FESTIVAL websites
- Ten (10) festival seating passes

Antagonist Sponsor (Sound and Production) - \$4,500

- Logo and listing as Supporting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Premium banner location at event (Banners provided by your company)
- Logo prominently displayed during URBAN STORIES FESTIVAL 2018
- Direct web link to your company's website on the A&E website
- Five (5) festival seating passes

Mentor Role (Performers' Hospitality) - \$2,500

- Logo and listing as Supporting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Premium banner location at event (Banners provided by your company)
- Logo prominently displayed during URBAN STORIES FESTIVAL 2018
- Direct web link to your company's website on the A&E website
- Three (3) festival seating passes



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Faithful Sidekick - \$1,000

- Company name listed as sponsor on A&E and URBAN STORIES FESTIVAL websites.
- Company name listed on URBAN STORIES FESTIVAL 2018 collateral materials.
- Two (2) festival seating passes

Don't see the sponsorship opportunity you want? Please ask!

We're happy to tailor a package that meets your marketing needs.



Build community. Support literacy. Contact us today.

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Information provided by Howl at the Moon Stories



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